



# Total Tools: Tools Blitz

**Total Tools** is one of Australia's largest professional tools retailers. With the tagline 'Every Tool, Every Trade', Total Tools targets people from all sizes of trade businesses, large industrial companies, sub-contractors and tradespeople. Total Tools' in-house team led the 'Tool Blitz' digital campaign, to engage customers in sales as lockdown restrictions were lifted.

The campaign broke record sales, resulting in a **173%** sales uplift

Average basket size increase of **46.5%**

## Objective:

'Tool Blitz' was centred around transforming a sale day into an interactive event by involving customers, suppliers and social media influencers. The aim was to drive sales and get customers spending money before the end of the financial year, and as COVID restrictions were lifted.

## Method:

The in-house team used their internal database to target their EDM audience and those signed up to their loyalty

program. They then retargeted through Facebook and Instagram before deciding to transform the campaign into a Facebook Live event, to maximise customer interaction through live competitions and engagement. Suppliers were invited to share live demonstrations and giveaways of their products, and social media influencers were invited to add life to the event and boost sales and purchases through promotion. The influencers spent the event building a 'Total Tools Bar' to serve drinks for

customers to watch the whole process and gain inspiration for their own purchases and DIY projects.

## Results:

The Total Blitz campaign was a resounding success, becoming a record sales day for Total Tools, which has been established since 1989. It resulted in a total 173% sales uplift and an average basket size increase of 46.5%. The use of the social media influencers and promotion alone, led to an increase of 4.39% of customers purchasing. ●

